



UNWTO Acceleration Programme

16th - 17th January, 2020

Madrid, Spain

Programme

Thursday 16th January

Venue: Barrabés Growth Space

Address: Méndez Álvaro Street, 9, Floor 0

08:45 – 09:30	Accreditation
09:30 – 09:50	Opening <i>Natalia Bayona</i> <i>Senior Expert on Innovation, Investments and Digital Transformation, UNWTO</i>
09:50 – 10:30	Keynote speech Innovation: leading change in tourism <i>Natalia Bayona</i> <i>Senior Expert on Innovation, Investments and Digital Transformation, UNWTO</i>
10:30 – 10:45	Keynote speech The power of innovation hubs <i>Leticia Lauffer, Director, Wakalua Hub</i>
10:45 – 11:30	Masterclass Digital transformation on the loop <i>Kevin Sigliano</i> <i>Director of Good Rebels and Admira Digital Networks</i> <i>Associate Professor, IE School of Human Sciences and Technology</i>
11:30 – 12:00	Coffee break



- 12:00 – 13:30 **Masterclass and workshop**
From startups to scaleups: the power of helping entrepreneurs to grow
Joe Haslam
Academic Director, Saudi Scaleup Program
Academic Director, Global Scaleup Program, American University of Beirut
Associate professor, IE Business School
- 13:30 – 14:30 **Free time for lunch**
- 14:30 – 15:00 **Keynote speech**
Supporting entrepreneurship is worth it
Pedro Jareño Algobia
Mentor in residence, Wayra
Minube, Cofounder
Former Startups Lead Spain & Top University Lead Spain and Italy, Microsoft
- 15:00 – 15:45 **Best practices and case studies**
Govtech ecosystems: a new way to foster digital innovation in governments
Idoia Ortiz de Artiñano
Managing Director, PublicTech Lab at IE University

Friday 17th January

Venue: Wayra Innovation Hub

Address: Valverde Street, 2, Floor 8, Telefónica Building
(entrance near Gran Vía Street)

- 08:45 – 09:30 **Accreditation**
- 09:30 – 10:30 **Innovation Hub Dive**
- Wayra Innovation Hub**
**Paloma Castellano, Director, Wayra Madrid*
- Public-Private Innovation**
**Bruno Espinar, Head of Mobility 4.0 and Digital Innovation, Renfe*
**Boyd Cohen, Co-founder of Iomob*



- 10:30 – 10:40 **Keynote Speech**
Destination Management - new ways new opportunities
Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness
- 10:40 – 11:25 **Masterclass**
Smart destinations: working to reach the UN SDG Goals!
Antonio López de Ávila
Co-founder and CEO, Tourism Data Driven Solutions (TDDS)
President of Turisfera, Cluster de Innovación Turística de Canarias
- 11:25 – 12:45 **Workshop**
How to create a successful Smart Destination
**Edurne Vidal Lopez*
Chief of Smart Tourism Destinations Project, SEGITTUR
**Elisa Domenech, SEGITTUR*
- 12:45 – 13:15 **Coffee Break**
- 13:15 – 13:30 **Keynote speech**
Portugal as a top driver of the tourism innovation ecosystem
Sérgio Guerreiro
Senior Director of Knowledge Management & Innovation,
Turismo de Portugal
- 13:30 – 14:15 **Workshop**
Government innovation actions on the ground
María Claudia Lacouture
Director of the American Chamber of Colombia (AmCham)
Former Minister of Commerce, Industry and Tourism of Colombia
- 14:15 – 15:00 **Best practices and case studies**
How to build a corporate venture capital strategy with the government support
Javier González-Soria y Moreno de la Santa
CEO and Executive Vicepresident, Top Seeds Lab
Founder and managing partner, Travel Tech
Founder and editor, Travelthink
- 15:00 – 15:15 **Closing and Diplomas**
Natalia Bayona, Senior Expert on Innovation, Investments and Digital Transformation, UNWTO